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1 continuous video content program with supplemental hyperlink content to provide  
2 viewer interactivity with the video content program by:

3       configuring digital data which defines a display layout prescribing how the  
4 supplemental hyperlink content and the video content program are to appear in  
5 relation to one another when displayed;

6       transmitting the digital data along over a first distribution path and  
7 transmitting the video content program over a second distribution path as two  
8 separate signals from two separate sources; and

9       displaying the supplemental hyperlink content and the video content  
10 program according to the display layout.

11  
12       71. (new): One or more computer readable media as recited in claim 70,  
13 wherein the transmitting includes:

14       transmitting the digital data as a first signal from a first source; and

15       transmitting the video content program as a second signal from a second  
16 source that is different than the first source.